

# Arizona Department of Water Resources (ADWR)

## *Conserving Water Today for Arizona's Tomorrow*



## *Get Started* with Basic Water Conservation Education: Tips for Water Providers in Arizona

### For water conservation information, contact:

[www.azwater.gov/conservation](http://www.azwater.gov/conservation)

Statewide Conservation Office  
(602) 771-8422

Phoenix AMA  
(602) 771-8585

Pinal AMA  
(520) 836-4857

Prescott AMA  
(928) 778-7202

Santa Cruz AMA  
(520) 761-1814

Tucson AMA  
(520) 770-3800



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Most people know little about our water supplies, how much water they use, or the related costs. Informed customers are more likely to appreciate their water provider's conservation efforts and make personal choices to use water more efficiently. Studies have shown that customers who receive conservation education may reduce their water usage by more than 20 percent. (Alliance for Water Efficiency)

There are many ways – from brochures to workshops to media campaigns – to inform and educate the public about water conservation and water issues. Water providers can *get started* educating their customers with the following easy-to-implement activities:

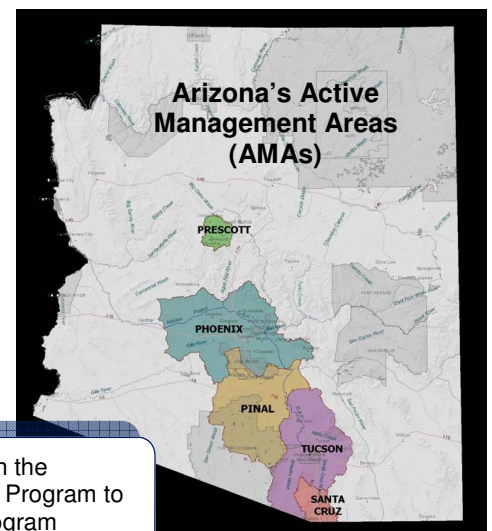
1. Inform customers about the importance of efficient water use.
2. Provide customers with free materials about ways to use water efficiently.

These two activities make up the basic public education component of ADWR's Modified Non-Per Capita Conservation Program, one of the AMA regulatory programs. ADWR considers basic public education important enough that it is mandatory for all providers regulated under this program.

The following information will benefit all Arizona water providers, regardless of their level of regulation by the state.

The AMAs require all water providers in the Modified Non-Per Capita Conservation Program to implement a basic public education program relating to water conservation.

"Providing water use efficiency and conservation information to the public is essential in gaining public support for a water supplier's program."  
Michigan Section AWWA



# 1. Inform customers about the importance of efficient water use.

Communicating the importance of conservation to customers raises their awareness of water and the need to use it wisely. Short, meaningful messages can: include water conservation tips; provide information about current water issues; and spark customer interest in learning more. ADWR recommends communicating with customers at least twice per year to provide conservation information and inform them about how and where to obtain additional information. Consider the following ways to communicate with customers:

## ◆ Include water conservation information on the water bill.

Quick conservation tips, such as the example below, use a minimal amount of space. The water bill should also clearly identify usage, rates, charges and other relevant water use information.

**Water Conservation Tip!**

When summer storms arrive and humidity rises, plants lose less water to evaporation. You may be able to water less or skip a cycle if there is more than ½ inch of rain.

For more information or a free fact sheet about water conservation, visit our office or call 111-222-3333.

## ◆ Include a water conservation insert with water bills.

Create materials yourself, or obtain them from other sources such as the U.S. Environmental Protection Agency (EPA).



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**Become an EPA WaterSense Partner!**

WaterSense is a free EPA program that promotes water-efficient products, services, and practices. Promotional partners are water providers, state and local governments, and other organizations that share information and promote the program. Arizona has many WaterSense promotional partners; ADWR has been a member since 2008. Promotional partners receive a variety of useful materials, information, and ideas including brochures, facts and tips, web tools, bill stuffers, press releases, and more. ([epa.gov/watersense](http://epa.gov/watersense))

## ◆ Add conservation tips, information, and resources to your website.

A website is a great place to describe conservation resources and programs, list tips for customers, and provide other water conservation information. Providers who do not have their own conservation information are encouraged to link to other websites. Here are a few websites with useful conservation information.

- Arizona Department of Water Resources ([azwater.gov/conservation](http://azwater.gov/conservation))
- Arizona Municipal Water Users Association ([amwua.org](http://amwua.org))
- University of Arizona SAHRA ([sahra.arizona.edu/programs](http://sahra.arizona.edu/programs))
- U.S. Environmental Protection Agency ([epa.gov/watersense](http://epa.gov/watersense))
- Alliance for Water Efficiency ([allianceforwaterefficiency.org](http://allianceforwaterefficiency.org))
- American Water Works Association WaterWiser ([awwa.org/waterwiser](http://awwa.org/waterwiser))



## ◆ Include water conservation information in a newsletter, annual report, or other print piece.

Some water providers include a water conservation section in their quarterly or semi-annual newsletters. Others include conservation information in their Annual Consumer Confidence Report, a report that the Arizona Department of Environmental Quality requires community water systems to produce annually.

## 2. Provide customers with free materials about ways to use water efficiently.

Customers often look to their water provider for water conservation information. A water provider can develop fact sheets, brochures, and booklets to meet the needs of specific water users, or they can obtain materials from other sources. Materials should be available at the provider's office, mailed to customers on request, and available electronically if possible. Providers are also encouraged to distribute water conservation materials at other locations, such as libraries and civic centers.



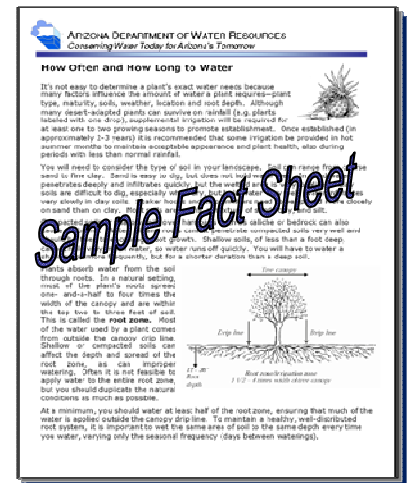
Following are some ideas for obtaining materials to provide free to your customers:

### 💧 Create or download fact sheets and brochures.

Fact sheets and brochures typically address specific types of water use such as landscape irrigation or plumbing fixtures. The ADWR website is a good source for fact sheets and brochures appropriate for Arizona water users. Always check with agencies or organizations about use rights, acknowledgements, and if you are allowed to include your own logo and contact information. A water provider may add its logo and contact information to certain ADWR materials along with the following acknowledgement: "Courtesy of the Arizona Department of Water Resources."

### 💧 Purchase brochures and booklets about water conservation.

In addition to materials and useful links on the ADWR conservation website, resources are available from other regional, state and national organizations.



"Information and education are critical to the success of any conservation program and can directly produce water savings, as when customers change their water-use habits." (United States EPA)

## References

1. Alliance for Water Efficiency, Public and Consumer Education Programs. [http://www.a4we.org/public\\_education.aspx](http://www.a4we.org/public_education.aspx).
2. California Department of Water Resources. Designing a Public Information Program for Water Conservation, Water Conservation Guidebook 3. 1984.
3. USEPA Public Education and Outreach on Stormwater Impacts: Educational Displays, Pamphlets, Booklets, and Bill Inserts. <http://cfpub.epa.gov/npdes/stormwater/menuofbmps/>.
4. USEPA Water Conservation Plan Guidelines, Appendix A, Information and Education, p.148. 1998.
5. Vickers, Amy. Handbook of Water Use and Conservation. WaterPlow Press, 2001.